

Beyond 360 degrees

The talents from xG know how to excite, engage, explain, convince, sell
on media of any (x) generation (G)

● video ● visual ● audio ● post ● digital ● content ● live

xG is an international creative and productive multimedia group with offices in Milan, Rimini, Rome, Palermo and London, founded by cross-media specialist Paolo Monesi, 30 years of experience in radio/tv advertising and cross-media communications, developing its range of activities thanks to a plan of constant investments in research and innovation.

xG is multisensory communications: advertising, inbound marketing, branded content, immersive experiences, by all means:

TV, radio, print and outdoor advertising, 3G, 4G, 5G mobile campaigns, web, social, e-commerce, augmented reality, events and promotions.

xG, in its high-end equipped multimedia production and post-production facilities, can count on a team ready to work with companies of any size and their advertising agencies, media agencies, airtime sales agencies, pr and events & promotion agencies:

- **16 talents** in own branches
- **45 employees** in the affiliates of the group
- **Creative boutique**
- **Video production companies** in Milan and Rome to shoot or create 2D, 3D, HD to 8K definition and spherical video, with any technology and budget
- **Graphic and photo studio**
- **Audio production facilities** in Milan Rome and London specialized in: radio ads, music, jingles, sound design, multilingual voiceover
- **Audio and video post-production studios** in Milan, Rome, Palermo, London and partner studios in Rome
- **Web agency and software house** Web agency and software house for the best digital strategies based in Milan and Rimini: Web, mobile, social, e-commerce
- **Content factory and multimedia publishing house**
- **Event & promotion unit**

xG can help your company to expand your activities and sales all over the world (and in particular in Italy) through advanced knowledge and technologies in marketing, communications and e-commerce solutions, from research to analysis, from strategic consulting to logistics.

video

Central Groucho

prestigious tv ads with international directors, since 1984. www.centralgroucho.com

Trip

Tv billboards, filmed and CGI tv ads, tlp, advertorials, small and medium budget corporate films. www.trip.it

Ice Breaker

Collective of filmmakers experienced in low budget productions: viral, interactive video and unconventional, web-com and branded content. www.ice-b.it

3DHDArt

3D and stereoscopic or auto-stereoscopic (without glasses) for advertising, education, events, presentations.

www.3dhdart.it

4K Production

Ultra HD and 4K DCI, twice the horizontal and vertical resolution of HD for a double engagement. www.4kproduction.tv

xK Production

6k, 8k and more: the highest resolution available in video production for special applications, events and installations. www.xkproduction.com

Spherical Video

Production beyond 360 degrees for a fully immersive experience, even online, on monitor or with special VR glasses. www.sphericalvideo.it

Video2explain

London-based production company specialised in explainer videos, short video and start-up video based on storytelling, filmed or with 2D and 3D CGI animated info-graphics. Under its “video2sell” brand it produces interactive video presentations for sales force and e-commerce. video2explain.co.uk



visual

Trip Graphics

Graphic design studio behind all the xG print, digital and video production: from branding, to brochures, save the date for events, advertising pages, illustrations, catalogues, hi-usability innovative UI/UX for websites and software applications; animations, animated logos...

Trip Photo

Studios in central Milan for photos or filming, also with green/blueback, of people, packshots and objects, even at 360 degrees with a wide selection of international photographers.

audio

Radio ADV

Radio creative boutique that writes effective radio campaigns: copywriting based on psycholinguistics research, radio strategy, radio branding, special events based on radio advertising (radio + web & social, radio + print, radio + tv etc.).

Trip FM

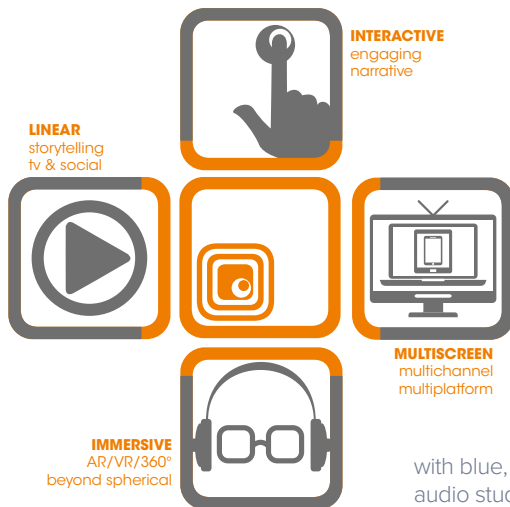
Audio production unit specialised in radio imaging, jingles and radio ids.

Audiobrand

Sound design studio for radio ads, sound identity, sonic mnemonics, sound logos for brands and media industry.

Clip Digital Studios

Music factory that has composed some of the most famous jingles and music tracks for advertising and publishing in Italy: from musical consulting to licensing and production of covers (re-sung famous hits) and sound-alike songs (low-cost productions similar to original hits).



post

Square postproduction

Square is among the top 20 European postproduction studios by dimensions. Square services: Colour grading on two Autodesk Lustre, visual effects e finishing with two Flame systems, Flame Assist, Smoke, Nuke, Adobe complete suites... 2D, 3D CGI with dozens of Autodesk Maya workstations with software like Real Flow, Vue d'esprit and a powerful render farm...

Transcoding in any format thanks to a complete range of equipment: from D1 to HDCAM SR, and XDCAM.

Editing with dozens of Avid workstations, Nitris and Artist, Final Cut, Adobe Premiere e the most recent 2k, 4k to 8 k systems and 3D Audio, Dolby Digital 5.1 and Dolby E multilingual recording studios.

Square theatres: in the more than 1000 square meters of Square HQ the customers can use 2 set daylight, 2 video studios and a studio

with blue, green and white backgrounds for indoor shooting and 3 ProTools HD audio studios, 2 Protools and 3 Audition workstations; in London, an audio recording and mastering and video editing studio and talent scouting; in Rome, two partner studios (Eur, Prati). www.squarepostproduction.com

Multimedia Group

Post-production centre in Milan with 2 video suites, 2 Protools HD studios for productions of all types, transcoding between different formats, editing and compositing, motion graphics. It owns an Avid Nitris postproduction studio and production offices in Palermo too. www.multimeddiagroup.com

Trip Disc

Authoring studio that, since 1998, one of the first in Europe with Sonic solutions systems, designs, programs, produces and duplicates DVDs and since 2004 Blu-ray, and since 2016 Ultra HD Blu-ray also USB keys, interactive games, compilations, etc.



multimeddiagroup

TRIPDISC

digital

Triptown

Web & Mobile software company founded in 1995, specialised in web TV, live streaming of events and content distribution, websites development and web & social solutions (viral seeding, buzzing, community development), web campaigns (from banners to advergame), web delivery of video ads on any platform, e-learning, software and app for any smartphone and tablet, digital strategies and sales tools, Woo commerce and Magento solutions as well as online and mobile presence of companies and products.

www.triptown.com

Visibilitalia

Digital PR service that oversees the visibility on the Internet thanks to the internal server farm for the prompt publication of any content in the cloud; housing, hosting and streaming, web reputation, search engine optimization (SEO), contacts and conversion rates development, lead generation, augmented reality, video, adwords, remarketing campaigns, e-commerce, services for exhibitions, and social networks initiatives and campaigns partnering with the best local specialists in many countries.

www.visibilitalia.it

Marketing Informatico

Google partner and Magento certified specialist Web agency, headquartered in Rimini specialised in digital strategies, e-commerce, Magento-based mobile apps, SEO, SEM, social, web usability, training, internal communication with Zimbra. Also participates in another web agency of Rimini, Pensareweb specialised in tourism and in Prestashop based e-commerce solutions.

www.marketinginformatico.it



content

Square Toonz

As a production and IP agency, Square Toonz works in international talent recruiting, licensing, cross-media marketing, creation of characters, complete series and animation in 2D, 3D, stop motion and clay stop motion, including projects for third parties. Square Toonz duplicates and prints physical media and packaging for the online and store-based distribution and promotion of all kinds of content. It also produces tutorials, edutainment, branded content and commercials, using any animation technique. It delivers multilingual voiceover, animation and post video services for international production companies.

www.squaretoonz.com

xG Branding

Group of professionals with a global vision that takes care of the overall image of companies and products: from naming to graphic and sound logo, the packaging, the integrated corporate identity, involving, where appropriate, prestigious research institutes.



live

Trip Events

Event unit that supply agencies with creative, audio-visual, cross-media services.

The team is able to help clients with the complete organisation of events, starting from concept to location scouting, scenography, vip / presenter casting, video streaming on web, facebook, periscope, real time multilingual feedback survey technologies, post-event gadgets and more.

WeGoLive

Live HD, even in Stereoscopic 3D e 360 VR on social networks (facebook, youtube, instagram ecc.) and on our dedicated platform that enables you to broadcast backstage, interviews, making of, sound-check, follow up, to earn from ads. Wegolive streams without interruptions on smartphone, tablet, computer and big projection screens with any kind of connection from any type of event in the world: exhibition, seminar, debate, workshop, training course, conference, congress, convention, kickoff, revealing, concert, talking heads, tv show, press junket, epk, wedding, birthday, party...

Consegno.io

The first integrated platform with an automatic and human service for ads and editorial content in TV, radio, cinema, online, mobile and DOOH of whatever format ALL IN THE WORLD

creativity

xG is the ideal partner for companies that need the development, or the representation of ideas and content, by any means on any media.

Design of complete campaigns:

press advertising / radio advertising / tv advertising & tv promotions / institutional and product websites / billboards & outdoor advertising / direct marketing / sms marketing / guerrilla marketing / web, social, and mobile campaigns/ email marketing.

Ideas, copywriting and art direction in general,

also in a team with other suppliers, for all the communications: on-line, off-line / above the line, below the line / channel / internal / external / sales force / for crm.

Content development & branded content advertising:

development of special content: video tutorials, audio and video podcasts, contests, fillers, mini-series for radio, tv and web, etc. sales cycle dedicated tools, lead generation activities, paper or interactive sales kits for sale networks.



simo. Come un caffè ristretto

Una formula
così potenziata
che ne usi pochissimi
ma pulisce tantissimo
anche a freddo.

Il massimo
della convenienza!

di Chanteclair?



xG publishing
www.xgpublishing.com
info@xgpublishing.com

creativity

Branded radio:

designed as an authentic national radio station, from the sound design to streaming distribution, in store installation, assistance in all locations, to the most engaging content: not only music but ads that are way different from the usual internal announcements, news, weather.

Corporate tv through satellite tv / ip tv / web tv

planning and realization of tailor-made tv programming, on line or at company locations with installation and support / field marketing / proximity solutions: interactive displays, 3D video, bluetooth messaging, computerized totems, rfid solutions etc.

Field marketing / proximity solutions

interactive displays and installations, Stereoscopic 3D and immersive 3D video, bluetooth messaging, info totems, rfid and augmented reality applications, etc.



services

video

tv commercials / animatic / multilingual localization of international ads / billboards / advertorials / reportage with 50 troupes all over Italy and dozens of trustworthy crews in several countries / institutional films / industrial films / promotional films / video interviews / training videos / interactive video courses / aerial photography / events filming (also live with mobile production units streaming on a website, or on facebook or on periscope, or delivered by event closing on DVD-R and usb pen drive made instantly on site) / animated intros / video catalogues / video for the sales force / video of the product / video for the internet / stereoscopic and immersive 3D video for events / mood film / training video support in stereoscopic 3DHD (to watch with or without glasses) / 3D logos / sensational video with 3D HD graphics and spectacular rendered even starting a project from paper / 2D and 3D cartoons / DVD, blu-ray, USB pen drive also in hybrid mode connected to the web to download updates and extra content / UHD ultra high definition productions, in Ultra HD, 4k and beyond, spherical video for use at exhibition and events and on-line.

audio

radio ads / narrative tape / casting and voices direction / multilingual voice over / original music / sound-alike / sung jingles / personalized promotional compilations for events and anniversaries / voicemail and phone tree / hold music / audio prompt for websites, audio guides for museums.

services

digital

web:

websites with any technology and programming language: php, html5, xml, xslt, ajax, jquery ruby, eai-soa, linq, sql, ria in silverlight, flash, telerik, etc. / websites on proprietary cms, chameleonsite and custom administration panels / websites on the following cms: wordpress, joomla, dotnetnuke, liferay, drupal, moodle, typo3, phpnuke, mambo, docebo, etc. vertical mini-sites of a product or contests and landing pages / white-label platforms of own production for development of communities, web-tv, intranet, online catalogues, sales networks / sites optimized for smartphones and mobile versions of existing sites / special sites with generation of qr code and ar tag / solutions for traffic and marketing data generation between web and social / blog: creation, content, moderation and promotion / advergames (online games / widget / augmented reality apps / rss feeds / housing / hosting / streaming / on-demand content / content distribution / web marketing: seo (search engine optimization), article marketing, promotion, dem (direct e-mail marketing), mailing through best known platforms (mail-up and other) banners, video banner advertorial.

e-commerce:

sites on proprietary cms, chameleoncommerce, and custom administration panels / e-commerce websites on magento woo commerce and prestashop platforms/ dozens of solutions to generate and increase sales / business development and personalised plugins / logistics, sales cycle, sales strategy consulting.

catalogo in Pdf

AVERA ESTATE
201

services

digital

social

activity and development of communities and influencers networking on all social networks / facebook: application, fanpage, deals, tabs, advertising, connect, place, games, real-time social media displays, live video production / youtube: branded channel, brand advertising, streaming, interactive video, widget / viral and seeding, mirroring to all other major video social media (vimeo, etc.). Creation of branded content on pay-per-view / twitter: branded page, api app, real-time social media displays, promoted tweets, trends, accounts, videos, periscope and blab live streaming / linkedin: api app, company pages, jobs pages, linkedin pulse activities, share and social stream / google+ api app, branded pages, advertising, local, games, real-time social media displays / pinterest: api app, branded pages, website connect, e-commerce connect (principally with magento) / instagram: branded pages, real-time photo updates, badge and instagram / flickr connect / snapchat: real-time social media marketing campaigns, special/premium content creation and delivery to your audience, snapchat contests, perks or promotions, birthday parties, backstage initiatives or company outings / solutions for vine, reddit, swarm / foursquare, xing / connection of all the major social networks with wordpress and other cms / solutions on flickr, tumblr, kik, yik yak, shots, workgroup initiatives on trello and social engagement platforms like Disqus, or on best known geo localised social, qzone and renren in china, vk in russia, mymfb in the middle east etc. / periodic analysis of the results and online and offline reports / blogs buzzing and web reputation.

mobile

mobile apps and mobile websites for iPhone, iPad, Android and Windows smartphones and tablets / software for smartphones and tablets: ios, Android, Kindle, Windows Mango & previous, rim / mobile publishing, promotion & marketing, mobile commerce sites and apps based on Magento, services, payments, ticketing / augmented reality / mobile edutainment: educational games, contests for sales networks and communities / sms and mms campaigns / interactive solutions to launch queries to any database / augmented reality / interactive solutions with beacons for the stores.

Our Golden Rules

esù Street in Milan, will become officially the

come to mind when we speak about meanswear
Savile Row in London, which becomes empty when
ght.

ent, because it is also residential, there are people and
no still leave there from generations, who overlook the

MICAM Milano | Doucal's | Footwe

services

events

Stereoscopic 3D, 2k, Ultra HD, 4k, 8k, Dolby 5.1 audio-visual service, support for all phases from concept to live web streaming, video-documentation / speech support: transformation of power point files into spectacular animated video (with or w/o sound) / mood films / openers / location scouting / scenography design & 3d rendering / vip, speaker or presenter casting / real time multilingual feedback survey technologies/ theme songs and video content / 3D stereoscopic and immersive 360 video / special effects / post-event solutions and gadgets.

post-production

Square post production

a post-production centre in a building of more than 1,000 square meters on three floors in a km distance from Milan Cathedral, thoroughly equipped for the post-production and indoor-outdoor video shooting. Equipment and team, producer, colourist, flame artist, etc. up to sound designers are of world-class quality and are in the habit of large productions. Well connected to the Internet and to multimedia group with its own server farm is able to broadcast live streaming of any resolution.

Multimedia group

an audio-video post-production company with broadcast function for small and medium companies: it is connected to the Internet with a small server farm. Account producers with years of experience follow the customers at all stages, from estimate, to hospitality, up to delivery. Editors, sound engineers, videographers, all with ten to thirty years of experience guarantee the highest quality even with small budgets by means of 2 audio studios and 2 internal suites of video editing and compositing.

points of strength

operational support for production companies and agencies, but also for media sales force and media agencies. Cartoon, 2D and 3D animation, special effects, editing, finishing, colour grading with Autodesk double suites, for tv commercials and productions, as well as for radio ads, dubbing, Dolby 5.1 audio, Dolby E and multilingual production, mid-high budget tv ads, corporate films and videos for the web, end products throughout the world and mobile in Ultra Hd, 4k and beyond. Maximum interoperability between locations and with the external world and transcoding of materials of all formats. 3dhd unit dedicated to stereoscopy, stop motion and high-speed unit, the video conversion from 2D to stereoscopic 3D with specialised equipment. The experience as a supplier of the major television networks is also applied to low budget productions for the web or B2B, with remarkable results. fluent english staff faces every day international teams.

audio connectivity:

isdn and ip codecs, source connect, ipDTL, skype, hangout, permit to record in real time any voice talent, in link with the world. post-production.

post-production facilities

remote video management:

with proprietary crm video software “virtual director”, created by Paolo Monesi in 2005, that boasts countless attempts at imitation, the customers can provide suggestions on editing and graphic changes to work in progress, from any device connected to the Internet. Since the early 90’s it is possible to follow all the phases, from editing to colour grading, live on the web. The internal server farm with a guaranteed bidirectional broadband data speed to the Internet permits the transmission of live video content and the rapid exchange of large files.

animated cgi:

as a trusted supplier of the major tv networks (the most demanding type of client) all of us have developed taste and skills that we apply even to low budget productions or web as well as b2b productions, with brilliant results.

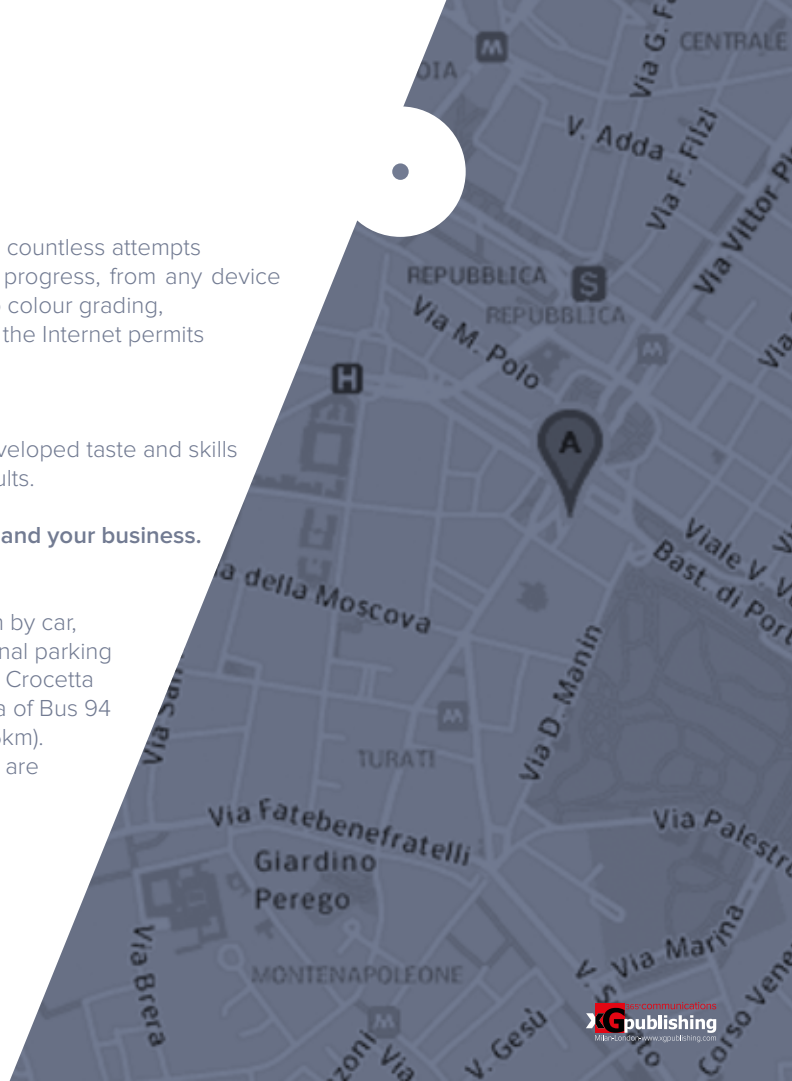
come and visit us, many creative tools and talents await you for the development of your ideas and your business.

Square and Multimedia Group facilities have strategic locations in the centre of Milan.

Square Postproduction is about one kilometre away from the Duomo of Milan and is easy to reach by car, from the North with the cerchia dei Navigli and the A1, exit Piazzale Corvetto. Our own private internal parking for customers makes negligible eco-pass cost. Square is a few hundred meters from the Missori or Crocetta station of Line 3 (yellow) and Sant’Ambrogio station of Line 2 (green). The stop corso Italia / S. Sofia of Bus 94 is in 50 meters. The nearest railway stations are Porta Genova (1.4km), Cadorna (2km), Rogoredo (5km). Square is in 20 minutes from Linate Airport and 50 minutes from Malpensa Airport. Two taxi stands are less than 500 meters away.

Multimedia Group is 1.5 km away from La Scala Theatre, just outside the eco-pass zone, with convenient surrounding city parking. Piazza della Repubblica is connected by passing rail and line 3 (yellow) of the metro and is just a short walk from the Central Railway Station and 20 minutes from Linate airport and 45 from Malpensa Airport. It is hooked up to the underground line 3, various bus lines and tram stops as well as two taxi stands.

London, Rome and Palermo locations are all extremely easy to reach.



publishing brands

developing content

since the 90's, design, production and distribution of branded content, and in particular:

- house organs
- editorial inserts
- company newsletters
- content for intranet
- video courses
- instant media
- movies
- custom tutorials on dvd, blu-ray or web tv

case studies

In over 25 years, hundreds of success stories, for companies of any size, even for your industry.
In Italy we work with most of the top 1000 Italian and international companies.

agencies:

Adverperformance
Areté
B2You
Baclan & Partners
BeeHive
Besostri e Partners
Burson – Marsteller
Cabrini e Associati
Cayenne
Centro Adv
Citigate Gunpowder
Claim adv
Creo
Digital Magix
E-comunicare
Eidos
Filco
Fluid
Gas Communication
Go Up
Grey Healthcare
Grey Interactive
Hi!
Horace Kidman
Jakala Promoplan
Koriolis
Hole in One
I&B

Impact

Inadv
Initiative media
Lbgroup
Les Gitanes
Life
Max information
MCA Mediavest
Mc Cann Erickson
Nelson
Neos
Ofg
Ogilvy & Mather
Open
Phoenix Ad
Rock Communications
Scripta et Verba
The Hook
vanGogh
Wunderman

television publishers:

Discovery
LA7
Mediaset
RAI
Sky
Viva

publishers:

Acacia Edizioni
Agepe
Arnoldo Mondadori
Cairo Communications
Camuzzi Editoriale
Edisport
Edithink
Editoriale chips
Editoriale Domus
Editoriale Genesis
Editoriale Giorgio Mondadori
Editrice Faenza
Editrice Universo
Edizioni Donegani
Edizioni il Gabbiano
Edizioni Lancio
Edizioni Master
Edizioni San Paolo
Edizioni Terra Santa
Fabbri Editori
Finedit
Gaia Editore
Gruner+Jahr
Gruppo Edicart Srl
Gruppo l'Espresso
Hachette
Hera Edizioni
Hobby & Work

Holding 3 Editori
IDG
Il Riformista
La Rivista del Colore
l'Unità
Leditore
Libero
Lupetti Editore
Mediaset
Motta Editore
Pensierini Editore
Periodici San Paolo
Play Press
Spada Editore
Swan Group
TVN
Utet
Vallardi
Vallecchi Editore
Virgilio Degiovanni
Editore
Viva
VNU

case studies

Some customers:

A. Manzoni & C.
Accessories Bags & Action
Aid
Alto Adige
Aruba
Aerdorica
Allianz
Almaverde
Antoniano Dei Frati Minori
Artsana
Baci&Abbracci
Ballandi Entertainment
Benetton
Benq
Bipiemme Gestioni
Bosch
Bottega Veneta
Branded Apparel
Bulova Swiss
Burger King
Caffè Vergnano
Calenia Energia
Campari Italia
Carpené Malvolti
Cartiere Paolo Pigna
Cartier
Castrol
Cerealvit
Cheil Europe Limited
Cisco Systems Italy

Citibank International
Citroen
Clan Celentano
Coccinelle
Collistar
Colt Telecom Spa
Compagnia Assicuratrice
Unipol
Comuni di:
Camerota
Massa Marittima
Novi Ligure
Rieti
Verbania
Verona
Co.Na.I.
Condé Nast
Confindustria
Consorzio C3
Conter
Continental
Cosmetics
Cotonella
Crodino
Curti
Dada Group
Davide Campari Milano
De Longhi
Deborah
Deox
Derby

Diners Club
Doucals
D-News
Edison
Egl Italia
Electronic Arts Italia
Emi Music Italy
Endemol
Energizer Group Italy
Erg Power & Gas
Esprinet
Euphon Communication
Eurasia Motor Company
Eurofly
Euroricambi
Eurospin
Famosa
FBA
Ferrarelle
Ferrero
Fila
Fineco
Fini
Fitness First Italia
Fiorucci
Friends & Partners
Fujitsu Siemens Computer
Fujitsu Technology Solutions
Fujifilm
Galbani
Geox

Givi
Golden Lady
Goodyear
Gordon&Partners
Grana Padano
Granarolo
Great Wall
Grundig
Gruppo 24 Ore
Gruppo Finelco
Gruppo Sangemini
Hearst
Heineken Italia
Hipp
Hornby
Hotelplan Italia
Ketodol
Kyocera Document Solution
leo
Italdesign - Giugiaro
Ladbrokes
Italsiiva
La Perla
L'erbolario
Lg Electronics Italia
Lloyd Adriatico
Locat
L'oreal
Maersk Line
Magneti Marelli
Maiorana

Mantero Seta
Mediacom Italia
Meridiana Fly
Meeting

case studies

Metro
Michelin Italiana
Microsoft
Mini
Mitsubishi
Mondadori Pubblicità
Monsieur
Mulino Bianco
Müller
Musumeci Group
Naturando
Nec Computers
Nintendo
Novartis
Nove Nove Pubblicità
Nu.Te.
Pai
Paramount Home
Entertainment Italy
PDL
Perfetti
Pfizer
Philips
Pizzoli
Prenatal
Professione Casa
Procter & Gamble
Promotec
Pronto
Radio 105
Radio 24
Radio DeeJay

Radio Capital
Radio Cuore
Radio Kiss Kiss
Radio Monte Carlo
RDS
Realchimica
Reed Business Information
Revorg
Rexfin
Riello Sistemi
Riso Scotti
Robert Bosch
Roche
Rockstar games
Rosanna & Associati
Saclà
Saint Louis
Same Italy
Samsonite
Sara Lee
Sensodyne
SIAE
SISAL
Skoda
Sony Bmg
Sorgenia
Stage Entertainment
Stefanel
Stonefly
Stosa
Sugar Music
Suzuki

Take Two Interactive
The North Face
Tognana
Trony
Twentieth Century Fox
Unicredit Private Banking
Ubi Pramerica
Ubisoft
Unicredit Corporate Banking
Unilever Cosmetics
International
Universal Music
V2 Records
Virgin Active
Virgin Radio
Vodafone Omnitel
Volvo Auto Italia
Warner Village Cinemas



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